



MINI CORPORATE COMMUNICATIONS

Media Information

10 April 2026

MINI and Paul Smith present A Garden of Curiosity at Salone del Mobile 2026

+++ MINI and Paul Smith bring their playful, optimistic DNA to Salone del Mobile
+++ Design installation showcases latest MINI Paul Smith Edition +++

Munich/Milan. Presenting A Garden of Curiosity – an immersive installation co-created by MINI and Paul Smith for the Salone del Mobile. Set in the historic Palazzo Borromeo d’Adda in Milan, A Garden of Curiosity adds yet another highlight to the rich history the collaborators already share. Connected by their British heritage and iconic designs, the two design houses come together to celebrate optimism, curiosity and innovative spirit. The installation combines Paul Smith’s signature use of colour with the eye for detail for which MINI is renowned and invites visitors to explore and enjoy the playful world of design.

“Paul Smith and MINI complement one another perfectly, as our collaboration for this project demonstrates once again. We are united by the joy of design, and our shared enthusiasm for craftsmanship, innovation and individuality makes A Garden of Curiosity an experience full of colour, sound and expression,” said Holger Hampf, Head of MINI Design.

Visitors immerse themselves in colour and sound: an experience for all the senses

Set amid the enchanted garden of the Palazzo Borromeo d’Adda, the installation is accessed via a wooden footbridge that takes visitors across the courtyard and through a red door. The door represents a symbolic invitation to look and see. On the other side is the green space created by MINI and Paul Smith. It consists of pathways that are lined with plants and grasses and lead to open platforms and cubic installations. The iconic Paul Smith Signature Stripe runs discreetly through the garden as a recurring design element. Architecture, textures, colour and sound converge to create sensory experiences.

Interactive theme rooms

The Colour Theory Room acts as a visual intersection between Paul Smith’s signature colour palette and the colours of the new MINI Paul Smith Edition. Visitors can arrange colour samples on an interactive wall, the overall picture changing constantly throughout the day with each new personal design. In keeping with the

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philosophy of Sir Paul, the wall also gives visitors the opportunity to experiment with colour combinations.

The Listening Room builds on this experience with Sir Paul's voice recordings, highlighting the importance of colour theory. Another open platform invites visitors to experience the space with all their senses, allowing them to consciously enjoy a moment away from the hustle and bustle of Milan.

Adding the joy of discovery to the installation, the new MINI Cooper Convertible Paul Smith Edition is waiting to be found and invites visitors to take a closer look. Its appearance and details not only reflect Paul Smith's distinctive style, but also capture the brand's playful, optimistic and independent spirit. This exclusive highlight of the installation merges into the charming overall scene.

"I've always adored my visits to Milan for Salone del Mobile and I'm delighted to be back in the city to introduce the world of design to my new MINI. I look forward to sharing this special project with you all," said Sir Paul Smith.

Heritage meets curiosity

Walking through the courtyard to the installation, visitors are immersed in the history of MINI and Paul Smith. Here, they can explore three cars from the collaboration between the two companies, which stretches back to 1998: the Paul Smith 40th Anniversary Mini, the MINI STRIP by Paul Smith and another MINI Cooper from the latest Edition. The specially created colour Nottingham Green adds stylish accents to the Edition's mirror caps, octagonal radiator grille and wheel hub covers with Paul Smith lettering. A selection of other details also reflect the distinctive style of Paul Smith and ensure this MINI Edition captures the essence of 'classic with a twist'.

The Paul Smith 40th Anniversary Mini: A one-off car from 1999, whose bodywork morphed into a living work of art with 86 stripes in 26 colours. The interior also contained surprising use of colour (e.g. the lime green glove compartment) and highlighted Paul Smith's playful style.

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The MINI STRIP by Paul Smith: Another one-of-a-kind creation, the MINI STRIP of 2021 – based on the MINI Cooper – was reduced to the essentials, as per the principle of ‘less is more’. The minimalist design put the focus on construction and function, with the aim of showcasing a new-at-the-time, responsible approach to design.

A Garden of Curiosity will be open on 21 – 26 April 2026 as part of the Salone del Mobile in Milan. It can be visited in the House of MINI at Via A. Manzoni 41 each day between 10.00 a.m. and 7.00 p.m.

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About Paul Smith

Paul Smith is Britain’s leading independent design company. Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it’s a shirt, a shop or a special collaboration. Paul Smith is a British company with a global outlook. What began in a small shop in Nottingham in 1970 has grown to 120 shops and counting around the world, with locations in over 50 countries.

The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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